
Neustar Launches Global Partner Program

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Sterling, Va. - [Neustar](#), a trusted, neutral provider of real-time information and analysis, today launched a new program to allow partners to resell Neustar's cloud-based infrastructure services, including managed DNS and DDoS protection offerings, to their online customers. The Global Partner Program will allow Neustar resellers and partners to deepen their customer relationships and increase wallet share without requiring additional internal resources.

The new program is designed to enable a broad range of cloud partners, such as Internet service providers, hosting providers, data centers, and information security and consulting firms, to sell or refer Neustar's managed services to their existing customer base. Leveraging Neustar's marketing and sales resources allows partners to offer these services quickly and seamlessly.

The Global Partner Program offers two levels of support. Reseller Partners can manage the sales of Neustar services to their customers. In addition to managing sales, Strategic Alliance Partners can take advantage of Neustar's resources to jointly market and sell the services.

"Enterprises seek a simple but comprehensive way of managing their foundational online services," said Alex Berry, senior vice president and general manager of Enterprise Services at Neustar. "By extending our world-class infrastructure services to those who serve these customers, our partners will be able to create a turn-key, value-add offering for their customers' online presence."

The infrastructure services available to partners include:

- [Managed DNS Services](#) to ensure fast, accurate responses to online routing queries so customers reach their online destination without interruption or delay.
- [DDoS Protection Services](#) to defend against increasingly sophisticated Distributed Denial of Service (DDoS) attacks that can cripple businesses of any size

“We’re focused on boosting return on investment for our partners, helping them create a lucrative new revenue stream while minimizing upfront investment,” said Kurt Gastrock, senior vice president of sales for Enterprise Services at Neustar. “We expect partners will find this expanded and newly structured program to be an excellent fit with their business objectives and their customers' needs.”

Visit [Neustar’s Global Partner Program website](#) for more information about becoming a reseller of Neustar’s trusted infrastructure services.

About Neustar

Neustar, Inc. (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, technology, financial services, retail, media and advertising sectors. Neustar applies its advanced, secure technologies in location, identification, and evaluation to help its customers promote and protect their businesses. More information is available at <https://www.neustar.biz>.